

Engaging the Chinese Public: Social Media Outreach on U.S.- China Trade and Investment



Project Title	Engaging the Chinese Public: Social Media Outreach on U.S.-China Trade and Investment
Project Summary	Write posts for Embassy Beijing's social media feed on economic and commercial issues. Follow the online discussion, and flag questions for response. Help expand our audience and stimulate public engagement.
Country	China
Agency	Department of State
DoS Office	N/A
Post	BEIJING
Section	ECON
Number of Interns	1

Project Description

Embassy Beijing maintains a Chinese-language social media account devoted to economic and commercial issues (<http://weibo.com/uschtradeinvest>). We have just over 7600 followers, but hope to attract more. Our aim is to spread the word about the importance of strong U.S.-China commercial ties and the free-market principles that make for a robust and growing economy. If selected for this internship, you will draft posts, including research and fact-checking, combining text with compelling images whenever possible – in close consultation with a supervisor in the Embassy's Economic Section, who will then post your contributions. Postings should come at least once per week, but ideally more frequently, or in batches as appropriate. The intern and supervisor will coordinate a submission schedule that makes the most sense in light of other time commitments. You would also follow the online discussion by monitoring public comments on posts, and flagging questions to the supervisor for response. You can draw from a wide range of topics including: current U.S.-China cooperation activities, interesting facts about U.S.-China trade, commemorations of key events in U.S.-China relations, and more. A social-media-savvy intern can also help Embassy colleagues develop a social media strategy to amplify our message and reach more people.

Desired Skills Interests

Additional Information

None

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
Chinese-Mandarin	No practical proficiency	Full professional proficiency	Nice to Have